U. S. DEPARTMENT OF COMMERCE
DANIEL C. ROPER, Secretary
NATIONAL BUREAU OF STANDARDS
LYMAN J. BRIGGS, Director

MARKING ARTICLES MADE OF SILVER IN COMBINATION WITH GOLD

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COMMERCIAL STANDARD CS51–35

Effective Date for New Production, July 1, 1935
Effective Date for Clearance of Existing Stocks, July 1, 1936

A RECORDED STANDARD OF THE INDUSTRY

Approved by the American Standards Association as American Recommended Practice CS51–35

UNITED STATES
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U. S. Department of Commerce National Bureau of Standards

PROMULGATION

of

COMMERCIAL STANDARD CS51–35

for

MARKING ARTICLES MADE OF SILVER IN COMBINATION WITH GOLD

On March 28, 1935, at the instance of the Jewelers Vigilance Committee, a general conference of representative manufacturers, distributors, and users of articles made of silver in combination with gold, adopted a recommended commercial standard for these commodities. The industry later accepted and approved for promulgation by the United States Department of Commerce, through the National Bureau of Standards, the standard as shown herein.

The standard is effective for new production on July 1, 1935, and for clearance of existing stocks on July 1, 1936.

Promulgation recommended.

I. J. Fairchild,
Chief, Division of Trade Standards.

Promulgated.

Lyman J. Briggs,
Director, National Bureau of Standards.

Promulgation approved.

Daniel C. Roper,
Secretary of Commerce.

MARKING ARTICLES MADE OF SILVER IN COMBINATION WITH GOLD

COMMERCIAL STANDARD CS51–35

SCOPE

1. This standard covers the marking of articles made of sterling silver in combination with gold, as herein defined, offered for sale in the United States of America.

DEFINITIONS

2. In this standard, unless the context otherwise requires—

(a) "Article" means any article of merchandise composed of sterling silver in combination with gold;

(b) "Apply" and "Applied" include any method or means of application or attachment to, or use on or in conjunction with, or in relation to an article, whether such application, attachment or use is to, on, by, in, or with—

(1) The article itself,
(2) Anything attached to the article, or
(3) Anything to which the article is attached, or
(4) Anything in or on which the article is, or
(5) Any bill, invoice, order, statement, letter, advertisement, or anything so used or placed as to lead to a reasonable belief that it refers to the article in question.

(c) "Gold" means 24 karat gold or any alloy of the element gold of not less than 10 karat fineness;

(d) "Quality mark" means any mark, letter, figure, numeral, symbol, sign or device, or any combinations thereof as herein defined, indicating or purporting to indicate—

(1) That any article is composed of gold and silver, or
(2) The quality, fineness, quantity, weight, thickness, proportion, or kind of gold and silver in an article;

(e) "Sterling" or "Sterling Silver" means an alloy of 925/1000th parts pure silver within the tolerances permitted by the National Stamping Act (Rev. Stat. U. S., vol. 34, pt. 1, p. 260, 59th Cong., 1st sess., Public Law 226).

REQUIREMENTS FOR QUALITY MARKS

3. An article in which the parts made of the two metals are so combined as *not* to be visually separable and easily distinguishable one from the other (e. g., where the gold covers the entire article, or where white gold is combined with silver), may have applied thereto a quality mark consisting of "Sterling and" or "Sterling+" followed by a fraction representing the proportion of the weight of the alloyed gold to the weight of the entire metal in such article, and

a karat mark representing the actual karat fineness of the gold covering; for example, "Sterling and ⅕ 10K" or "Sterling+⅕ 10K" provided that:

3(a). No article as described in paragraph 3 shall have applied to it the karat mark unless the alloyed-gold content is by weight at least ⅒ of the weight of the entire metal in the article.

3(b). The mark is so applied that the karat mark and its fractional prefix shall follow directly the "Sterling" mark, except when the fractional prefix is ½, the karat mark may directly precede the Sterling mark, for example, "½ 10K+Sterling."

4. An article in which the parts made of the two metals are so combined as to be visually separable and easily distinguishable one from the other (e. g., where the gold is used for ornamentation and where there is a readily visible contrast in color between the silver and the gold), may have applied thereto a quality mark consisting of the word "Sterling", followed by a karat mark representing the actual karat fineness of the gold, which shall apply to all parts or portions of such article, resembling or appearing to be gold; for example, "Sterling and 10K", or "Sterling+10K" provided that the mark is so applied that the karat mark shall directly follow the "Sterling" mark.

4(a). The mark may also include a fraction representing the proportion of weight of alloyed gold to the weight of the entire metal in the article, if desired.

5(a). If a quality mark is applied to articles as described in paragraphs 3 and 4 herein, the quality shall be designated by the quality marks herein provided.

5(b). No article containing metal or metals other than sterling silver and gold of 10 karat fineness or better shall have applied to it the quality marks as prescribed in paragraphs 3 and 4 herein.

5(c). No quality mark indicating the presence of gold shall be applied to articles (made of sterling silver in combination with gold) composed in part of gold of less than 10 karat fineness.

6. All portions of the quality marks applied to an article shall be equal in size and equally visible, legible, clear, and distinct. The numerator of the fraction used to designate the weight of the gold alloy shall always be 1, that is, the only fractions recognized by this standard shall be ½, ⅓, ¼, ⅕, ⅙, ⅐, ⅛, ⅑, ⅒, ⅟₁₅, and ⅟₂₀th.

GENERAL REQUIREMENTS

7. *Tolerance.*—The tolerances for fineness of silver and gold shall be those prescribed by the National Stamping Act. The actual weight of the alloyed-gold content of an article shall be not more than 10 percent less than the amount of the alloyed gold claimed by the quality mark. The claimed amount of gold is determined by multiplying the total metal content of the article by the fraction preceding the karat mark. Thus, in an article marked "Sterling+⅕ 10K" and having a total metal content of 5 dwt, the claimed alloyed-gold content is 1 dwt and the actual alloyed gold content shall be not less than 0.9 dwt.

8. *Exemptions.*—

8(a). Unless otherwise required by the National Stamping Act, exemptions recognized in the jewelry trade and not to be considered in any assay for quality include joints, catches, screws, pin stems, pins

of scarf pins, hat pins, etc., posts and separable backs of lapel buttons, springs, and metallic parts completely and permanently encased in a nonmetallic covering.

8(b). Exemptions recognized in the optical trade and not to be considered in any assay for quality shall include screws, dowels, cores, and/or inner windings of comfort cable temples, metal parts when completely and permanently encased with zylonite or any equivalent plastic material, and, for oxfords, the handle and catch.

9. *Trade-mark.*—Any silver and gold article having applied thereto a quality mark, shall also have applied thereto, and adjacent immediately to such mark, and equally visible, legible, clear, and distinct, the name or a trade-mark duly applied for or registered under the laws of the United States, of the manufacturer or seller of such article. Initials shall not be used in lieu of a name, unless registered as a trade mark with the U. S. Patent Office.

10. *Class, pattern, type, or style mark.*—If an article has applied to it a quality mark conforming to the requirements of this standard, and the name or a trade-mark duly applied for or registered under the laws of the United States, of the manufacturer or seller of such article, it may also have applied to it numerals or other indicia to identify the class, pattern, type, or style of the article. No class, pattern, type, or style mark, whether applied to an article, as defined herein or to any other merchandise of similar appearance, shall be of such character or in such location as to be susceptible of confusion with or for a quality mark.

11. In order that the consumer may become familiar with the significance of the quality marks herein defined, silver and gold articles conforming to this standard may be accompanied by a certificate, tag, card, or other label, incorporating the following wording:

"The ---------- Company guarantees this silver and gold article to be marked for quality in strict accordance with commercial standard CS51–35 as issued by the U. S. Department of Commerce and approved by the American Standards Association."

HISTORY OF PROJECT

Following establishment of commercial standard CS47–34, marking of gold filled and rolled gold plate articles, other than watch-cases, the Jewelers Vigilance Committee and the New England Manufacturing Jewelers' and Silversmiths' Association cooperated toward eliminating the indeterminate quality marks used on silver-and-gold-combination class pins, rings, and other scholastic and fraternal jewelry of these metals. Objections were raised concerning the use of "10K and Sterling" on articles where the two metals are not distinguishable, and which might, for example, contain 10 percent gold in one case and 70 percent in another.

The Jewelers Vigilance Committee, on January 16, 1935, feeling that it was obviously unfair to ask some manufacturers to discontinue such quality marks while others did not, requested the cooperation of the National Bureau of Standards in establishing a commercial standard for articles made of silver in combination with gold so as to provide a definite means for comparison of quality by the consumer, and a basis for fair competition among producers and distributors.

Preliminary manufacturers' conferences were held in New York City on January 9 and February 25, 1935, and in Providence, R. I., on March 22, 1935, including the Jewelers Vigilance Committee and the New England Manufacturing Jewelers' and Silversmiths' Association, to adjust the standard to suit the views of the producers prior to a general conference of all concerned.

The general conference held in New York City on March 28, 1935, adopted the proposed standard with some changes to adjust the standard to the satisfaction of the distributors and users. The conference requested also that the standard be submitted to the American Standards Association for approval. On April 10, 1935, the draft was circulated for written acceptance, and announcement of success of the project was issued June 22, 1935.

EFFECTIVE DATES

The standard is effective for new production on July 1, 1935, and for clearance of existing stocks on July 1, 1936.

STANDING COMMITTEE

The following were appointed to serve as a standing committee of the industry to consider revisions of the standard. Suggestions for revision or other comment for consideration of the committee may be addressed to the chairman of the committee or to the Division of Trade Standards, National Bureau of Standards, Washington, D. C.

New England Mfg. Jewelers' & Silversmiths' Assn.
EDGAR M. DOCHERTY (chairman), William C. Green Co.
FREDERICK A. BALLOU, Sr., B. A. Ballou & Co.
Class Ring Manufacturers.
Col. CHAS. J. DIEGES, Dieges & Clust.
H. A. NIVEN, L. G. Balfour Co.
Rolled Gold Platers' Assn.
C. M. DUNBAR, Cooke, Dunbar, Smith Co.
W. A. CUNNINGHAM, Horton Angell Co.
Better Vision Institute.
FRANK SHIELDS, American Optical Co.
SAMUEL BOUCHARD, Bausch & Lomb Optical Co.
National Wholesale Jewelers' Assn.
FRANK RYDER, W. E. Hayward Co.
American National Retail Jewelers Assn.
WILSON A. STREETER, Bailey, Banks & Biddle Co.
ARTHUR J. SUNDLUN, A. Kahn, Inc.
American Assn. of Wholesale Opticians.
ROY MARTIN.
Jewelers Vigilance Committee.
G. H. NIEMEYER, Handy and Harman.
American Home Economics Assn.
Mrs. MARIANA T. NELSON.
General Federation of Women's Clubs.
Mrs. EDGAR B. MERITT.
Assay Laboratories.
T. A. WRIGHT, Lucius Pitkin Co.

AMERICAN RECOMMENDED PRACTICE

This Commercial Standard was approved as American Recommended Practice CS51–35 by the American Standards Association on August 14, 1935.

ACCEPTANCE OF COMMERCIAL STANDARD

This sheet properly filled in, signed, and returned will provide for the recording of your organization as an acceptor of this commercial standard.

Date _____

DIVISION OF TRADE STANDARDS,
NATIONAL BUREAU OF STANDARDS,
Washington, D. C.

GENTLEMEN:

Having considered the statements on the reverse side of this sheet, we accept the commercial standard CS51–35 as our standard of practice in the

Production [1] Distribution [1] Use [1]

of articles made of silver in combination with gold.

We will assist in securing its general recognition and use, and will cooperate with the standing committee to effect revisions of the standard when necessary.

Signature _____

(Kindly typewrite or print the following lines)

Title _____

Company _____

Street address _____

City and State _____

[1] Please designate which group you represent by drawing lines through the other two. In the case of related interests, trade papers, colleges, etc., desiring to record their general approval, the words "In principle" should be added after the signature.

(Cut on this line)

TO THE ACCEPTOR

The following statements answer the usual questions arising in connection with the acceptance and its significance:

1. *Enforcement.*—Commercial standards are commodity specifications voluntarily established by mutual consent of the industry. They present a common basis of understanding between the producer, distributor, and consumer and should not be confused with any plan of governmental regulation or control. The United States Department of Commerce has no regulatory power in the enforcement of their provisions, but since they represent the will of the industry as a whole, their provisions through usage soon become established as trade customs, and are made effective through incorporation into sales contracts by means of labels, invoices, and the like.

2. *The acceptor's responsibility.*—The purpose of commercial standards is to establish for specific commodities, nationally recognized grades or consumer criteria, and the benefits therefrom will be measurable in direct proportion to their general recognition and actual use. Instances will occur when it may be necessary to deviate from the standard, and the signing of an acceptance does not preclude such departures; however, such signature indicates an intention to follow the commercial standard, where practicable, in the production, distribution, or consumption of the article in question.

3. *The Department's responsibility.*—The major function performed by the Department of Commerce in the voluntary establishment of commercial standards on a Nation-wide basis is fourfold: First, to act as an unbiased coordinator to bring all branches of the industry together for the mutually satisfactory adjustment of trade standards; second, to supply such assistance and advice as past experience with similar programs may suggest; third, to canvass and record the extent of acceptance and adherence to the standard on the part of producers, distributors, and users; and fourth, after acceptance, to publish and promulgate the standard for the information and guidance of buyers and sellers of the commodity.

4. *Announcement and promulgation.*—When the standard has been endorsed by companies representing a satisfactory majority of production, the success of the project is announced. If, however, in the opinion of the standing committee of the industry or the Department of Commerce, the support of any standard is inadequate, the right is reserved to withhold promulgation and publication.

ACCEPTORS

Individuals and organizations listed below have indicated, in writing, acceptance of this specification as their standard of practice, but such endorsement does not signify that they may not find it necessary to deviate from the standard, or that the producers so listed guarantee all of their products to conform with the requirements of this standard.

ASSOCIATIONS

American National Retail Jewelers Association, New York, N. Y.
Associated Attleboro Manufacturers, Inc., DBA, Attleboro, Mass.
Council of Jewelry and Allied Industries, Providence, R. I. (In principle.)
Jewelers' Protective Association, Inc., Providence, R. I. (In principle.)
Jewelers Vigilance Committee, New York, N. Y. (In principle.)
National Retail Dry Goods Association, New York, N. Y. (In principle.)
New England Manufacturing Jewelers' & Silversmiths' Association, Inc., Providence, R. I. (In principle.)
Retail Jewelers Association of Missouri, Kansas City, Mo.
Rolled Gold Platers' Association, Attleboro, Mass.

FIRMS

Alan-Shiman, Inc., Newark, N. J.
Albert Mfg. Co., Providence, R. I.
American Emblem Co., Inc., Utica, N. Y.
American Jewelry Chain Co., Providence, R. I.
Apffel Co., Inc., James A., Los Angeles, Calif.
Apple Co., Inc., The J. F., Lancaster, Pa.
Artistic Medal & Badge Co., New York, N. Y.
Atlas Finding Co., Providence, R. I.
Bailey, Banks & Biddle Co., The, Philadelphia, Pa.
Balfour Co., L. G., Attleboro, Mass.
Ball, Henry B., Akron, Ohio.
Barber Jewelry Manufacturing Co., The, New York, N. Y.
Barrasso & Blasi, Inc., Newark, N. J.
Bastian Bros. Co., Rochester, N. Y.
Bates & Bacon, Attleboro, Mass.
Bechtel & Co., Inc., Jos. B., Philadelphia, Pa.
Benedict Bros., New York, N. Y.
Bowman's Sons, Ezra F., Lancaster, Pa.
Briggs Co., D. F., Attleboro, Mass.
Brodnax, Inc., Geo. T., Memphis, Tenn.
Bugbee & Niles Co., North Attleboro, Mass.
Butterfield, H. G., Joplin, Mo.
Caldwell & Co., J. E., Philadelphia, Pa.
Central Monogram Works, Chicago, Ill.
Cheever, Tweedy & Co., Inc., N. Attleboro, Mass.
Chicago Better Business Bureau, Inc., Chicago, Ill. (In principle.)
Chilton Pen Co., Inc., The, Long Island City, N. Y.
Clausin & Co., S. H., Minneapolis, Minn.
Cobb Co., Inc., J. L., Mansfield, Mass. (In principle.)
Cobb Co., W. R., Providence, R. I.
Dorst Jewelry Co., Cincinnati, O.
DuPaul-Central Optical Co., Inc., Southbridge, Mass.
Dyer, C. B., Indianapolis, Ind.
Eisenstadt Manufacturing Co., St. Louis, Mo.
Excell Manufacturing Co., Providence, R. I.
Feeley & Co., Inc., James R., Providence, R. I. (In principle.)
Fillkwik Co., Attleboro, Mass.
Fisher Co., The W. N., Attleboro Falls, Mass.
Fuchs, Inc., Alf. W., Milwaukee, Wis.
General Chain Co., Inc., North Attleboro, Mass.
General Findings & Supply Co., Attleboro, Mass.
General Plate Co., Attleboro, Mass.
Green Co., The, Kansas City, Mo.
Greene Co., Wm. C., Providence, R. I.
Gutenstein Bros., New York, N. Y.
Hall & Son, A. I., San Francisco, Calif.
Hausmann, Inc., New Orleans, La.
Hickok Manufacturing Co., Inc., Rochester, N. Y.
Hoover & Smith Co., The, Philadelphia, Pa.
Horton-Angell Co., Attleboro, Mass.
Improved Seamless Wire Co., The, Providence, R. I.

Irons & Russell Co., Providence, R. I.
Jewelers Circular-Keystone, The, New York, N. Y.
Johnson-National Insignia Manufacturing Co., New York, N. Y.
Kirchner & Renich, Minneapolis, Minn.
Kohn & Co., Newark, N. J.
Kreisler Stern Co., Inc., New York, N. Y.
Krichbaum & Co., L., Providence, R. I.
Leach & Garner Co., Attleboro, Mass.
LeStage Manufacturing Co., North Attleboro, Mass.
Letzeiser & Co., Oklahoma City, Okla.
Litwin & Sons, Cincinnati, Ohio.
Long Beach, Better Business Bureau of, Long Beach, Calif.
Luthy & Co., Inc., Adolph, New York, N. Y. (In principle.)
Makepeace Co., D. E., Attleboro, Mass.
Marquise Jewelry Co., Lima, Ohio.
Marsh & Co., Inc., C. A., Attleboro, Mass.
Marshall Co., C. & E., Chicago, Ill.
McGrath, Inc., Thomas, Providence, R. I.
McKenna, Walter H., Providence, R. I.
Metal Arts Co., Inc., The, Rochester, N. Y.
Milan, M., Boston, Mass.
Miller Jewelry Co., The, Cincinnati, Ohio.
Minister Auld Crafters, Inc., Columbus, Ohio.
Moeller, Arthur, New York, N. Y.
Montgomery Ward & Co., Chicago, Ill.
Morgenroth, Fred. A., New York, N. Y. (In principle.)
National Jeweler, Chicago, Ill. (In principle.)
Newman, Inc., J. F., New York, N. Y.
Oelschlaeger Bros., New York, N. Y.
Ohm, Inc., William F., Buffalo, N. Y.
Oliver-Kahse, Inc., Rochester, N. Y.
O'Neil Co., J. Richard, Cambridge, Mass.
Ostby & Barton Co., Providence, R. I.
Otis, Inc., Providence, R. I.
Pacific Platinum Works, Inc., Los Angeles, Calif.
Pen-N-Pencil Co., The, New York, N. Y.
Peters & Co., H. W. (West Roxbury), Boston, Mass.
Philadelphia, Inc., The Better Business Bureau of, Philadelphia, Pa. (In principle.)
Pitkin, Inc., Lucius, New York, N. Y. (In principle.)
Poole, Thomas S., Providence, R. I.
Robbins Co., The, Attleboro, Mass.
Roberts & Son. Co., John M., Pittsburgh, Pa.
Rogers, Lunt & Bowlen Co., Greenfield, Mass.
Russell, H. A., Los Angeles, Calif.
San Diego, Better Business Bureau of, San Diego, Calif. (In principle.)
Schulz, James, New York, N. Y.
Scribner & Loehr Co., The, Cleveland, Ohio.
Scruggs Vandervoort Barney, St. Louis, Mo.
Seifried Co., G. W., Cincinnati, Ohio. (In principle.)
Shiman Manufacturing Co., Newark N. J.
Sloan & Co., New York, N. Y.
Speidel Corporation, Providence, R. I.
Stange Manufacturing Co., St. Louis, Mo.
Star Engraving Co., Houston, Tex.
Stein & Ellbogen Co., Chicago, Ill.
Tacoma Better Business Bureau, Inc., Tacoma, Wash. (In principle.)
Traub Manufacturing Co., Detroit, Mich.
Uncas Manufacturing Co., Providence, R. I.
Union Plate & Wire Co., Attleboro, Mass.
United Wire & Supply Corporation, Providence, R. I.
Untermeyer Robbins & Co., New York, N. Y.
Vennerbeck & Clase Co., Providence, R. I.
Walker Co., The Albert, Providence, R. I.
Wall Co., A. T., Providence, R. I.
Wallace Co., Wm. A., Providence, R. I.
Warnke Co., E. H., Milwaukee, Wis.
Wendell & Co., Chicago, Ill.
White Manufacturing Co., J. J., Providence, R. I.
Williams & Anderson Co., The, Providence, R. I.
Wright & Street, Inc., Chicago, Ill.

GOVERNMENT

National Recovery Administration, Standards Unit, Consumers' Advisory Board, Washington, D. C. (In principle.)

COMMERCIAL STANDARDS

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2-30.	Mopsticks.
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45-33.	Douglas fir plywood.
46-33.	Hosiery lengths.
47-34.	Marking of gold-filled and rolled-gold-plate articles other than watch cases.
48-34.	Domestic burners for Pennsylvania anthracite (underfeed type).
49-34.	Chip board, laminated chip board, and miscellaneous boards for bookbinding purposes.
50-34.	Binders board for bookbinding and other purposes.
51-35.	Marking articles made of silver in combination with gold.
52-35.	100-percent mohair plain velvet, 100-percent mohair plain frieze, and 50-percent mohair plain frieze.

NOTICE.—Those interested in commercial standards with a view toward accepting them as a basis of every-day practice in their industry, may secure copies of the above standards, while the supply lasts, by addressing the Division of Trade Standards, National Bureau of Standards, Washington, D. C.